



Marketing analytics



Appendices

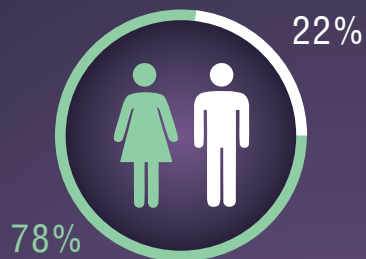
Appendix 1 | Marketing analytics & return on investment

Membership profile

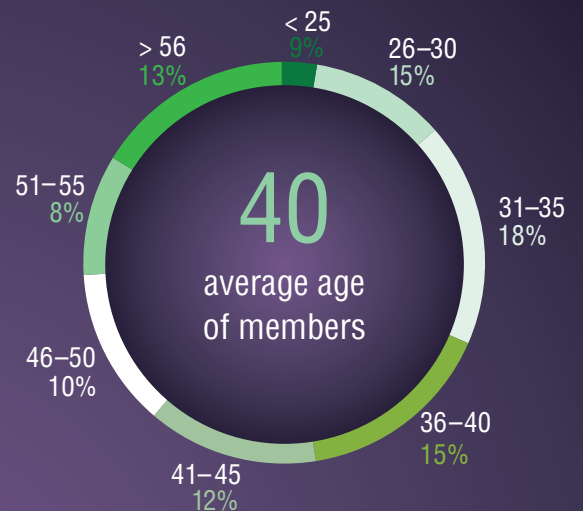
6,599

Members, ↑ 7%
on 2019

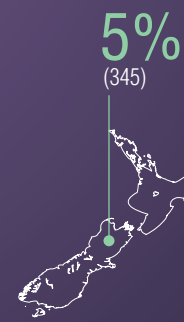
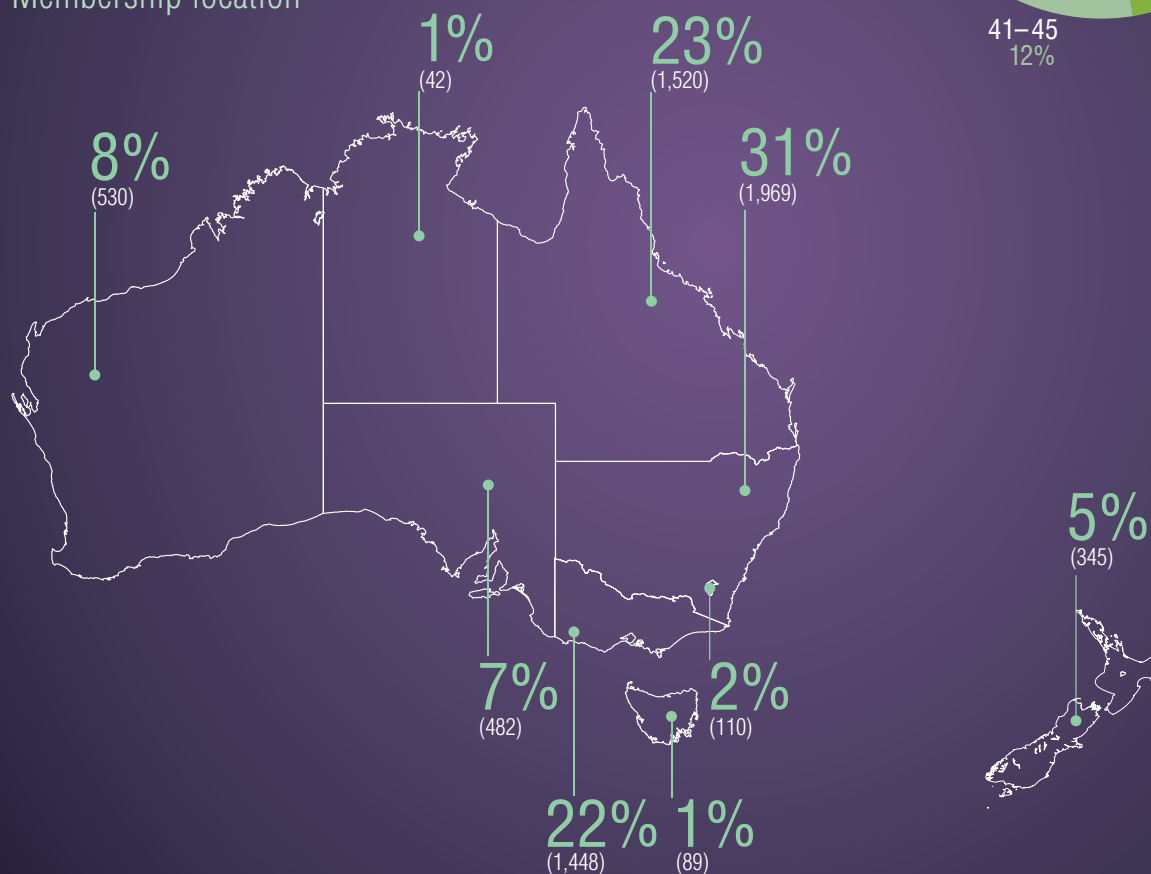
Membership gender



Membership age mix



Membership location



62%	capital city / metro area
32%	regional town



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ASA Membership marketshare (@ 30 June 2020)

71%

of all accredited sonographers in Australia and New Zealand are ASA members

100%

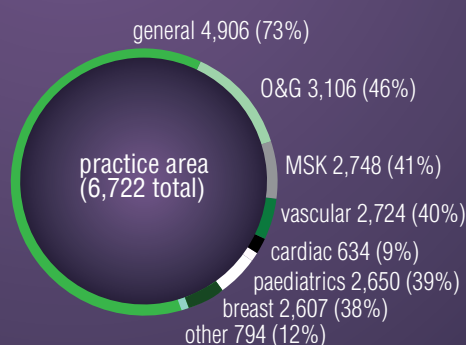
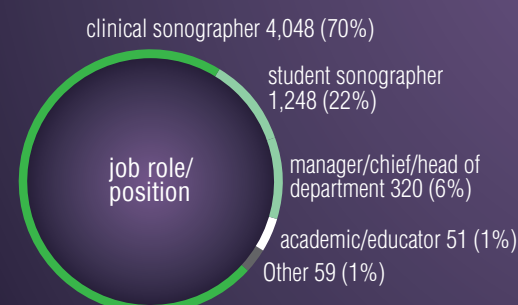
of all accredited student sonographers in Australia are ASA members

53%

of all accredited student sonographers in New Zealand are ASA members

73%	of all accredited sonographers in Australia
46%	of all accredited sonographers in New Zealand
100%	of all accredited student sonographers in Australia
53%	of all accredited student sonographers in New Zealand
35%	of all accredited cardiac sonographers in Australia
40%	of all accredited student cardiac sonographers in Australia

Membership demographic profile



Members major areas of interest



O&G



MSK



Vascular

What do members want to see more of?

1.	access to cpd and events
2.	clinical information
3.	industry updates

Preferred method of CPD delivery?

1.	live webinars	58%
2.	conferences	55%
3.	hands-on workshops	52%
4.	online	48%

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Exhibiting at our major events – face-to-face engagement with sonographers

Historical attendance at major events

Year	Annual International Conference	
	Location	
2020	Virtual	1,147
2019	Brisbane	1,257
2018	Sydney	1,580
2017	Brisbane	1,295
2016	Melbourne	1,324
2015	Perth	769
2014	Adelaide	796
2013	Sydney	1,030
2012	Canberra	721

Annual International Conference – ASA2019 Brisbane delegate profile and feedback

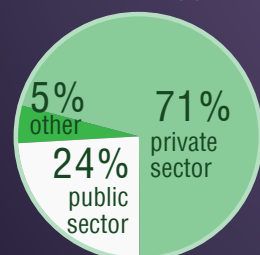
Attendance



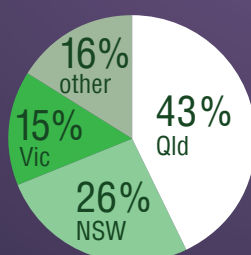
Occupation



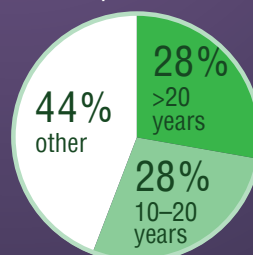
Practice type



Delegate origin



Delegate sonography experience



Top 3 workshop streams – indicating sonographers are generalists wanting to up-skill in specialist areas



O&G



MSK



Vascular

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Looking forward – ASA2021 Brisbane

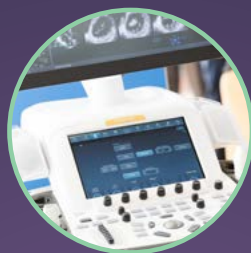
Seeing new technology/products



Networking and forming relationships



Comparing ultrasound machines



Talking to the applications people for information and support



Being able to see live scanning



Webinar series

The webinar series is extremely popular due to the flexibility of the online learning platform. The webinars are pre-recorded and available on demand to members free of charge for a period of 24 months.

Webinars provide an excellent and convenient opportunity to connect with sonographers while contributing to the knowledge base of the profession.

*Webinars launched between 1 July 2019 – 30 June 2020

21

4,443 participants

Date	Stream	Topic	Presenter	Watched as of 30/6/20
26/09/2019	general	Measurements of the liver: testing their validity	Dr Jessie Childs	84
01/09/2019	obstetrics	Obstetric Doppler	Erika Cavanagh	142
23/10/2019	obstetrics	The holey fetal heart: VSDs	A/Prof Ann Quinton	153
14/11/2019	professional	Presenting at an ASA conference	Glenda McLean	69
09/10/2019	vascular	Carotid artery Doppler ultrasound	Matt Adams	195
17/07/2019	msk	Ultrasound of the hamstrings	Andrew Grant	161
01/08/2019	msk	Ultrasound of the anterior ankle	Michelle Fenech	111
01/09/2019	msk	Ultrasound of the medial ankle	Michelle Fenech	192
14/06/2020	professional	Mental health and wellbeing during COVID-19	Dr Bec Jackson, PhD (Clinical Psych)	360
24/06/2020	cardiac	3D in echocardiography package	Dr Francesco Faletra	149
17/06/2020	obstetrics	Sequential segmental analysis of the fetal heart	A/Prof Ann Quinton	506
24/06/2020	vascular	Abdominal vascular ultrasound	Deb Coghlan	376
05/12/2019	professional	Safety of ultrasound exposure	Dr Jessie Childs	123
27/04/2020	obstetrics	Diagnosing vasa praevia in the mid trimester ultrasound	Ffion Hart	230
25/03/2020	cardiac	Learning, developing & refining skills in cardiac sonography	Dr Paul Stoodley	85
18/05/2020	cardiac	Echocardiographic assessment of the athlete's heart	Dr Rebecca Perry	140
22/05/2020	breast	Breast elastography	Andrew Grant	182
01/04/2020	pocus	Just breathe: practical lung ultrasound	Carolynne Cormack	175
29/04/2020	professional	Reducing injury to sonographers	Peter Esselbach	269
06/05/2020	paediatrics	Paediatric abdomen: the squishy bits	Sara Kernick	454
22/04/2020	general	Ultrasound in acute non-gravid pelvic pain	Marilyn Zelesco	287

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Travelling Workshops

The ASA's Travelling Workshops provide high-quality professional development opportunities to sonographers living in capital cities, regional and rural locations alike across Australia and New Zealand.

The workshops can range from 20 to 90 , depending on the topic and location. They are highly popular with our members due to the format based on expert sonographer live scanning.

Over 30 Travelling Workshops are scheduled for 2021 in response to the popularity of the events, and requests from members for greater access.

*Travelling Workshops launched between July 2019 – December 2019

15

733
participants

Date	Location	Presenter	Topic	Attended
13 July	Coffs Harbour	Jacqui Robinson	Haemodynamics with a focus on the haemodialysis patient	31
20 July	Albury	Greg Lammers	MSK ultrasound: The art and the science	48
3 August	Traralgon	Lisa Hackett	Concise limb MSK: upper limb – lower limb	49
17 August	Cairns	Cain Brockley	Neonatal and paediatric ultrasound	47
18 August	Bunbury	Marguerite Leber	Advanced upper and lower limb MSK	55
31 August	Wollongong	Jacqui Robinson	Haemodynamics with a focus on the haemodialysis patient	50
15 September	Adelaide	Ann Quinton	Structured approach for assessing the normal and abnormal fetal heart	125
21 September	Christchurch	Greg Lammers	MSK ultrasound: The art and the science	37
12 October	Ballarat	Ann Quinton	Structured approach for assessing the normal and abnormal fetal heart	60
19 October	Alice Springs	Cain Brockley	Neonatal and paediatric ultrasound	23
2 November	Tweed Heads	Scott Allen	MSK overview: Lower limb – Ankle/foot and MSK overview	78
16 November	Sunshine Coast	Jacqui Robinson	Haemodynamics with a focus on the haemodialysis patient	47
23 November	Canberra	Rebecca Perry	Interactive advanced echocardiography	29
23 November	Launceston	Greg Lammers	MSK ultrasound: The Art and the Science	23
30 November	Port Macquarie	Lisa Hackett	Concise limb MSK: upper limb – lower limb	31



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Advertising – Touch points for communicating and engaging with us

cross section

The weekly newsletter *cross section* provides updates on ASA activities and events, making it the 'go to' communication for ASA members.

Circulation

6,630

Open rate

42%

Click-through rate

11%

Industry average is 26% Industry average is 2%



soundeffects news

The biannual member magazine *soundeffects news* delivers news articles primarily written by members about member activities, topics of interest and updates on advocacy and current professional issues.

Circulation

6,630



Event handbooks

Event handbooks capitalise on your attendance at ASA major events, reinforcing your key message. It's the delegate bible for the conference and often kept as a source of information about topics and speakers – this is a 'well thumbed' publication!

ASA2019 Brisbane

1,257

circulation



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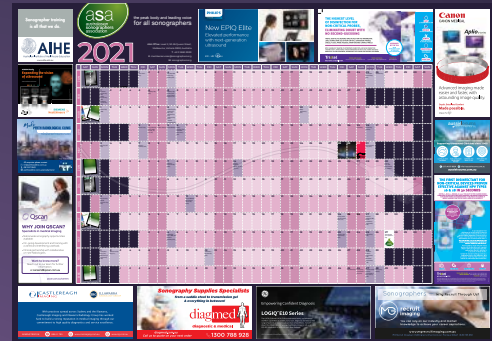
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Wall planner

The wall planner gives advertisers year-round exposure to sonographers and can be found on the walls of many medical imaging departments, where it plays a vital role in staff rostering and service management.



circulation



Sonography journal

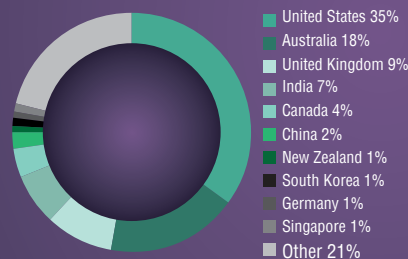
Sonography is an international, peer-reviewed journal that publishes articles on all aspects of sonography by qualified professionals in the field.

Article downloads 2020



(77% increase on 2019)

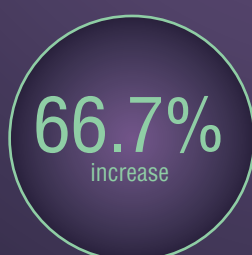
Top downloading Countries



Social media following (increase over 12 months)



3,896 followers



3,381 followers



1,160 followers



1,182 followers



Data as @ 30 June 2020



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